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PATENT #6

Practitioner's Docket No. 604.10-US1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: HERRING, et al.

Application No.: 09/980,528 Group No.: Not Yet Assigned
Filed: November 14, 2001 Examiner: Not Yet Assigned
For: INDIVIDUALIZED ELECTRONIC COMMERCIALS

Box DD
Assistant Commissioner for Patents
Washington, D.C. 20231

TRANSMITTAL OF INFORMATION DISCLOSURE STATEMENT
WITHIN THREE MONTHS OF FILING OR
BEFORE MAILING OF FIRST OFFICE ACTION (37 C.F.R. section 1.97(b))

CERTIFICATE OF MAILING/TRANSMISSION (37 C.F.R. section 1.8(a))

I hereby certify that, on the date shown below, this correspondence is being:

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Date: January 23, 2002

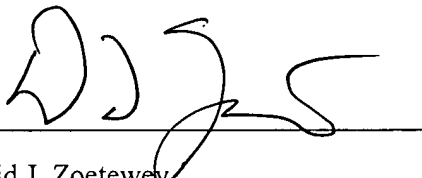
Kristin J. Azcona



**IDENTIFICATION OF TIME OF FILING THE ACCOMPANYING
INFORMATION DISCLOSURE STATEMENT**

The information disclosure statement submitted herewith is being filed within three months of the filing date of the application or date of entry into the national stage of an international application or before the mailing date of a first Office action on the merits, whichever event occurs last. 37 C.F.R. section 1.97(b).

Date: January 23, 2002



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Attorney Docket No.: 604.10-US1

**IN THE UNITED STATE PATENT AND TRADEMARK OFFICE
WASHINGTON, D.C. 20231**

In re application of: **HERRING, et al.**

Serial No: **09/980,528**

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For: **Individualized Electronic
Commercials**

Group: **Not Yet Assigned**

Examiner: **Not Yet Assigned**

INFORMATION DISCLOSURE STATEMENT

Honorable Commissioner of Patents and Trademarks
Washington, D.C. 20231

Sir:

In accordance with the duty of disclosure imposed by 37 C.F.R. § 1.56 to inform the United States Patent and Trademark Office of all references coming to the attention of the Applicant(s) or attorneys or agents for Applicant(s) which are or may be material to the examination of the subject application, attorneys for the Applicant(s) hereby invite the Examiner's attention to the references listed in the accompanying PTO Form 1449 entitled "List of References Cited".

This submission is understood to complement the results of the Examiner's own independent search. The submission of this Disclosure Statement should not be construed as a representation that a search was made, or that the cited items are inclusive of all relevant and material citations that may be available publicly.


The citation of any item is not an admission that the item is "prior art" against the subject application. The right is reserved to antedate any item according to standard procedures.

Applicant(s) respectfully request that the Examiner review the foregoing references, as set forth in the Form PTO-1449, and that they be made of record in the file history of the above-captioned application.

Respectfully submitted,
Rutan & Tucker, LLP

Dated: January 23, 2002

By: _____


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LIST OF REFERENCES CITED BY APPLICANT (Use several sheets, if necessary)	ATTY. DOCKET NO.	SERIAL NO.
	604.10-US1	09/980528
	APPLICANT	
	Herring et al.	
	FILING DATE	GROUP
	November 14, 2001	Not Yet Assigned

U.S. PATENT DOCUMENTS

*EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	AA	5,319,455	06/07/94	System for Distributing Customized Commercials to Television Viewers	348	7	12/23/92
	BB	5,412,416	05/02/95	Video Media Distribution Network Apparatus and Method	348	10	08/07/92
	CC	5,446,919	08/29/95	Communication System and Method with Demographically or Psychographically Defined Audiences	455	6.2	10/09/91
	DD	5,661,516	08/26/97	System and Method for Selectively Distributing Commercial Messages Over a Communications Network	348	8	02/16/96
	EE	5,717,923	02/10/98	Method and Apparatus for Dynamically Customizing Electronic Information to Individual End Users	395	613	11/3/94
	FF	5,918,014	06/29/99	Automated Collaborative Filtered in World Wide Web Advertising	395	200.49	12/26/96
	GG	5,933,811	08/03/99	System and Method for Delivering Customized Advertisements within Interactive Communication Systems	705	14	08/20/96
	HH						
	II						

FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
							YES	NO
	JJ							
	KK							
	LL							
	MM							

OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, Etc.)

NN	
EXAMINER	DATE CONSIDERED

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.